

SOP for Photography, Videography, and Media Coverage for the Purdue Animal Science Research and Education Center, SIPAC and FPAC

The purpose of this SOP is to provide procedures for handling of photography, videography and media requests of Animal Sciences Research and Education Center-owned animals and animals at the Southern Indiana Purdue Agricultural Center (SIPAC) and the Feldun Purdue Agricultural Center (FPAC). This SOP is designed to promote transparency while meeting the teaching, research and extension missions of Purdue University and the Animal Science community.

1. Publication of videos and photographs without written permission of individuals depicted in such will be prohibited.
2. Photographs and videos with identifiable ASREC, SIPAC or FPAC signs to be used for promotion of commercial products will be prohibited.
3. Media Requests:
 - a. All media requests (external to Purdue or within) related to ASREC animals will be directed to the ASREC Coordinator (765-583-2400). Media requests related to SIPAC and FPAC will be directed to the Director of the Purdue Agricultural Centers (765-494-8368). The Coordinator or Director will work with Purdue Agricultural Communications to determine if the request can be granted. Requests will be accommodated within reason.
 - b. Requests that are likely to create undue stress to the animals, disrupt research experiments, disrupt veterinary care/treatment, or create biosecurity issues will be denied.
4. Photographs/videos by faculty, Purdue employees, graduate students, adjunct personnel, visiting scientists:
 - a. All photographs/videos for teaching, extension, research, and farm practices (i.e., sale of animals) are permitted at ASREC.
5. Photographs/videos by undergraduate students and visitors:
 - a. Photographs and videos may not be posted to social media without permission from principle investigator, instructor, supervisor or appropriate Purdue employee.